

ABSTRACT OF THE DISCLOSURE

An information processing apparatus and an information processing method are disclosed. A personal computer receives a program guide and displays it. Then, the personal computer sends information for identifying a user-specified program to an iEPG site. In response, the iEPG site generates preset recording data corresponding to the user-specified program and acquires advertisement-associated data. Then, the iEPG site sends the generated preset recording data and the acquired advertisement-associated data to the personal computer. Thus, the apparatus and method can make users of preset recording data view advertisement.